

## Message Text

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43

ORIGIN COME-00

INFO OCT-01 EUR-12 NEA-09 IO-10 ISO-00 EB-07 PA-02 PRS-01

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STATE/NEA/RA/HMONTGOMERY

NEA/ARN:PBULLEN

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R 212240Z MAR 75

FM SECSTATE WASHDC

TO AMEMBASSY BEIRUT

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY ANKARA

AMEMBASSY BERN

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY KUWAIT

AMEMBASSY MUSCAT

AMEMBASSY PARIS

AMEMBASSY SANAA

AMEMBASSY TEHRAN

USMISSION GENEVA

UNCLAS STATE 064846

E.O. 11652: N/A

TAGS: BBAK, BEXP, XF

SUBJECT: EXPO MIDDLE EAST 75: PATENTS INTERNATIONAL

BEIRUT PASS USINT BAGHDAD

1. PATENTS INTERNATIONAL AFFILIATES, NEW YORK BASED  
INTERNATIONAL TRADE PROMOTION FIRM, IS ORGANIZING EXPO  
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MIDDLE EAST 75, AN INTERNATIONAL JOINT VENTURE EXPOSITION

AND CONFERENCE TO BE HELD IN BEIRUT MAY 21-24, 1975.

2. FOR DOLS 5000 PARTICIPANT IS ENTITLED TO PARTICIPATION IN VIP NEGOTIATION SESSIONS; 50 PASSES FOR BUYERS; EXHIBITION STAND, AND HOTEL ACCOMMODATIONS. NEW YORK HEADQUARTERS OF PATENTS INTERNATIONAL IS 540 MADISON AVENUE, NEW YORK, NEW YORK 10022. TELEX 22-29-72, CABLE INFORPAT, NEW YORK. BEIRUT EXPO 75 COORDINATOR IN BEIRUT IS MISS LEILA JAMAL, L'ORIENT LE JOUR-SERVICE PROMOTION, TEL 296807, BEIRUT.

3. IN LETTER TO CAGNE, PATENTS INTERNATIONAL REPORTED THAT EXHIBITION WAS ORGANIZED IN COOPERATION WITH LEBANESE CHAMBER OF COMMERCE AND INDUSTRY, MIDDLE EAST AIRLINES, COMPAGNIE FRANCAISE D'EDITION, AND DARWEL S.A. (SWITZERLAND) IN COOPERATION WITH THE SWISS OFFICE OF COMMERCIAL EXPANSION. PATENTS INTERNATIONAL ALSO ASSERTS THAT THE

LEBANESE MINISTRY OF FOREIGN AFFAIRS HAS PLEDGED FULL COOPERATION AND ASSISTANCE. PATENTS INTERNATIONAL EXPECTS 500 VIP PARTICIPANT, AND 2000 REPRESENTATIVES FROM MIDDLE EASTERN COUNTRIES TO ATTEND.

4. ALVIN M. ISAACS, PATENTS V.P., ACKNOWLEDGED IN TELCO. THAT PATENT INTERNATIONAL'S PRIOR EFFORT, PATEXPO, WHICH TOOK PLACE IN TEHRAN IN JUNE 74 HAD BEEN CRITICIZED FOR POOR ORGANIZATION IN THE HOST COUNTRY AND INSUFFICIENT PROMOTIONAL EFFORTS TO ATTRACT AN ADEQUATE BUYER AUDIENCE. HE SAID HOWEVER THAT PATENTS INTERNATIONAL HAD TAKEN INTO ACCOUNT THE LESSONS IN ORGANIZATION PROVIDED BY THIS EXPERIENCE.

5. SINCE WE HAVE HAD SEVERAL INQUIRIES FROM BUSINESS SECTOR, WOULD APPRECIATE COMMENTS FROM BEIRUT ON EXTENT OF PREPARATIONS FOR EXPO MIDDLE EAST 75. ANY INFO ADDRESSEE COMMENTS ON BUSINESS ACTIVITIES OF PATENTS INTERNATIONAL PRESIDENT AND VICE PRESIDENT SHASOUCE (SIC) GEORGE H. KHELLA, SAID TO BE AMERICAN CITIZEN OF EGYPTIAN ORIGIN ALSO WELCOME. INGERSOLL

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**TAGS:** BBAK, BEXP, XF  
**To:** BEIRUT  
**Type:** TE  
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